

PGDM – Marketing 2014 – 16 Batch Summer Internship Projects

Sr. No.	Roll No.	Name of Student	Project Title	Name of Company	Name of Guide
1	PG 03	Varsha Vilas Kasar	Market Research & Focus Group Discussion	A C Nielsen India Pvt Ltd	Dr Sheetal Patil
2	PG 10	Amruta Rajan Newalkar	Study of Sales satisfaction Index in Automobile Sector	A C Nielsen India Pvt Ltd	Dr Sheetal Patil
3	PG 12	Aumkar Vishwas Phatak	Promotion and Selling of the School Bus Force Motors Ltd	Force Motors Ltd	Dr Sheetal Patil
4	PG 15	Chandni Anilkumar Singh	Study of Consumer Insights & Satisfaction regarding Automobile Industry	A C Nielsen India Pvt Ltd	Dr Sheetal Patil
5	PG16	Jesson Jose	Retail Intercept Survey	Godrej Interio	Dr Sheetal Patil
6	PG 17	Rahul Surendra Jain	E-Commerce for exhibits	First Rain Exhibits	Dr Sheetal Patil

PGDM – Marketing 2014 – 16 Batch Final / Winter Project

Sr. No.	Roll No.	Name of Student	Project Title	Name of Guide
1	PG 3	Varsha Vilas Kasar	Brand Engagement – Using Marketing Tech. & Social Media	Dr Sheetal Patil
2	PG 10	Amruta Rajan Newalkar	Marketing Practices at Thane Bharat Sahakari Bank Ltd	Dr Sheetal Patil
3	PG 12	Aumkar Vishwas Phatak	Promotion & B2B Marketing in TATA HITACHI Construction Machinery Company Pvt Ltd	Dr S S Bedi
4	PG 15	Chandni Anilkumar Singh	A Study of factors that influence consumer behavior towards shopping malls	Dr S S Bedi
5	PG 16	Jesson Jose	Understanding Human Behavior for effective CSR Activity	Mr. Mahesh Bhanushali
6	PG 17	Rahul Surendra Jain	Internet as a Marketing Tool	Mr. Mahesh Bhanushali